Rating

0.00

0.00

ORDER

106740... Orders Order / Rev: 06853435 Alt Order #: Product Desc: ROMNEY FOR PRESIDENT Estlmate: 380 Flight Dales: 09/19/12 - 09/25/12 Primary AE: Amy McCreary Original Date / Rev: 09/18/12 / 09/18/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Agency Name: **American Rambler Productions Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 138 Conant St. Billing Cycle: EOM/EOC Beverly, MA 01915 Agency Commission: 15% Advertiser Name: Romney for President Demographic: A35+ New Business Thru: Product Codes: PLC02-Republican Order Separation: 00:05:00 Priority: SELECT PRIORITY CODE Advertiser External ID:

Agency External ID:

DIII FIAII					lotais				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	_
08/27/12	09/25/12	138	\$75,510.00	\$64,183.50	September 2012	138	\$75,510.00	\$64,183.50	_
					Totals	138	\$75,510.00	\$64,183.50	_

POLITICAL/AGY, PCAN, GEN

Account Executives				
Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	30%	\$75,510.00
Market	100%	\$251,700.00

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	20%	\$50,340.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	27%	\$67,959.00
KTUD	0%	\$0.00
KVVU	16%	\$40,272.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	7%	\$17,619.00

	Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spo	ts	Rate Pri	Rtg Type Spots	S	Amount
-	Ë 1	KSNV	09/19/12	09/21/12	M-F 6-7a WakeUp w/	•	6-7a	WTF	:30	6	\$450.002	0.00 NM	6	\$2,700.00
					M-F 6-7a WakeUp w	Wagners :								
	1	NEWS			•	·								
		Star	t Date	End Date	Weekdays Sp	ots/Week	Rate	Rating						
	We	eek: 09/1	17/12	09/23/12	WTF	6	\$450.00	0.00						
			<u> </u>											

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Order / Rev:

106740

Advertiser:

Romney for President

-Alt Order#:

06853435

Product Desc:

ROMNEY FOR PRESIDENT

Flight Dates:

09/19/12 - 09/25/12

Estimate:

380

KSNV

Ln Ch Sta		Inventory Code		Start/End T	ime Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV 09/1	9/12 09/21/12			6-7a	WTF	:30	6	\$450.002	0.00 NM	6	\$2,700.00
NEWS		M-F 6-7a WakeU	p w/vvagners								
Start Dat		Weekdays	Spots/Week	Rate	Rating						
Week: 09/17/12		WTF	6	\$450.00	0.00						
E 2 KSNV 09/2	4/12 09/25/12	M-F 6-7a WakeU M-F 6-7a WakeU		6-7a	MT	:30	4	\$450.002	0.00 NM	4	\$1,800.00
NEWS		iii o ya wanoo	p maragnoto								
<u>Start Dat</u> Week: 09/24/12		<u>Weekdays</u> MT	Spots/Week	Rate	Rating						
	09/30/12 9/12 09/21/12	Today Show	4 CM	\$450.00 658a-9am	0.00 WTF	:30	-	AEEO 000	0.00 NIM		#6.600.00
		Today Show	OW	0302-32111	wi	.30	6	\$550.002	0.00 NM	6	\$3,300.00
TODAY SHO									ļ		
Start Dat Week: 09/17/12		<u>Weekdays</u> WTF	Spots/Week 6	<u>Rate</u> \$550.00	Rating 0.00						
		Today Show	СМ	658a-9am	MT	:30	4	\$550.002	0.00 NM	4	\$2,200.00
TODAY CHO	Λ.(Today Show								·	ψ,200.00
TODAY SHO' Start Dat		Weekdays	Spots/Week	Rate	Rating						
Week: 09/24/12	09/30/12	MT	4	\$550.00	0.00						
E 5 KSNV 09/2	4/12 09/25/12	· ·		9-10a	MT	:30	6	\$200.002	0.00 NM	6	\$1,200.00
TODAY SHO	NΩ	M-F Today Show	<i>r</i> []								
Start Date		<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/24/12	09/30/12	MT	6	\$200.00	0.00						
E 6 KSNV 09/2	4/12 09/25/12		III 4th 16M	10am-11am	MT−−−-	:30	2	\$200.002	0.00 NM	2	\$400.00
TODAY SHO	N3	Today 4th Hour									
Start Date		<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/24/12	09/30/12	MT	2	\$200.00	0.00			·			
E 7 KSNV 09/1	9/12 09/21/12	Today 4th Hour	III 4th BM	10am-11am	WTF	:30	3	\$200.002	0.00 NM	3	\$600.00
TODAY SHOW	N3										
<u>Start Date</u> Week: 09/17/12		<u>Weekdays</u> WTF⊹-	Spots/Week	<u>Rate</u>	Rating						
E 8 KSNV 09/19	09/23/12		CM 3	\$200.00 11am-12pm	0.00 WTF	:30	3	#200 002	0.00 NIM		#000 00
_ 0 00	00721712	Rachael Ray	OW	TTam-12pm		.30	3	\$200.002	0.00 NM	3	\$600.00
RACHAEL RA											
<u>Start Date</u> Week: 09/17/12		<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$200.00	Rating 0.00						
E 9 KSNV 09/2			СМ	11am-12pm	MT	:30	2	\$200.002	0.00 NM	2	\$400.00
		Rachael Ray					_	4200,002	0.00 (4141		Ψ-100.00
RACHAEL RA Start Date		Weekdays	Spots/Week	<u>Rate</u>	Poting						
Week: 09/24/12	09/30/12	MT~~	2	\$200.00	Rating 0.00						
E 10 KSNV 09/2	1/12 09/25/12	Noon News	СМ	12-1230pm	MT	:30	2	\$275.002	0.00 NM	2	\$550.00
NEWS		Noon News							Ì		
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/24/12	09/30/12	MT	2	\$275.00	0.00						
E11 KSNV 09/19	9/12 09/21/12		СМ	12-1230pm	WTF	:30	3	\$275.002	0.00 NM	3	\$825.00
NEWS		Noon News									
Start Date		Weekdays	Spots/Week	Rate	<u>Rating</u>				i		
Week: 09/17/12	09/23/12	WTF	3	\$275.00	0.00			<u></u> -			
E 12 KSNV 09/19	0/12 09/21/12	Days of our Lives Days of our Lives	СМ	1258p-2pm	WTF	:30	3	\$275.002	0.00 NM	3	\$825.00
DAYS		_ = 5,0 0. 00, 2.000							ľ		
Start Date		Weekdays	Spots/Week	Rate	Rating						
Week: 09/17/12 E 13 KSNV 09/24	09/23/12 1/12 09/25/12	WTF	CM 3	\$275.00	0.00 MT	120		\$07E 000	0.00 155	•	A E-0
_ 10 1.0140 00/2	11 12 OUIZUITZ		OW	1258p-2pm	MT	:30	2	\$275.002	0.00 NM	2	\$550.00

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KSNV

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Order / Rev:

106740

Advertiser:

Romney for President

»Alt Order#; Flight Dates: 06853435

09/19/12 - 09/25/12

Product Desc:

ROMNEY FOR PRESIDENT

Estimate:

380

Ln Ch Start	End	Inventory Code Days of our Lives		Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
DAYS		Days of our Lives	3								
<u>Start Date</u> Week: 09/24/12	End Date 09/30/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$275.00	Rating 0.00						
E14 KSNV 09/24/1	2 09/25/12	The Doctors The Doctors	СМ	2pm-3pm	MT	:30	2	\$175.002	0.00 NM	2	\$350.00
DOCTORS <u>Start Date</u> Week: 09/24/12	End Date 09/30/12	Weekdays MT	Spots/Week 2	<u>Rate</u> \$175.00	Rating 0.00						
E 15 KSNV 09/19/1	2 09/21/12	The Doctors The Doctors	СМ	2pm-3pm	WTF	:30	3	\$175.002	0.00 NM	3	\$525.00
DOCTORS <u>Start Date</u> Week: 09/17/12	End Date 09/23/12	Weekdays	Spots/Week 3	<u>Rate</u> \$175.00	Rating 0.00						
E 16 KSNV 09/24/1		Dr. Phil Dr Phil	СМ	3-4p	MT	:30	2	\$300.002	0.00 NM	2	\$600.00
DR PHIL <u>Start Date</u> Week: 09/24/12	End Date 09/30/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$300.00	Rating 0.00						
E 17 KSNV 09/19/1	2 09/21/12	Dr. Phil Dr Phil	CM	3-4p	WTF	:30	3	\$300.002	0.00 NM	3	\$900.00
DR PHIL <u>Start Date</u> Week: 09/17/12	End Date 09/23/12	Weekdays WTF	Spots/Week 3	<u>Rate</u> \$300.00	Rating 0.00						
E 18 KSNV 09/19/1	2 09/21/12	NEWS 3 at 4 (1 l 4PM NEWS (1 h		4-5pm (4:00 PM-4:	WTF 30 PM)	:30	3	\$350.002	0.00 NM	3	\$1,050.00
Start Date Week: 09/17/12	End Date 09/23/12	<u>Weekdays</u> wTF	Spots/Week	<u>Rate</u> \$350.00	Rating 0.00						
E 19 KSNV 09/24/1	2 09/25/12	NEWS 3 at 4 (1 l		4-5pm (4:00 PM-4:	MT 30 PM)	:30	2	\$350.002	0.00 NM	2	\$700.00
<u>Start Date</u> Week: 09/24/12	End Date 09/30/12	Weekdays MT	Spots/Week 2	<u>Rate</u> \$350.00	Rating 0.00						
E 20 KSNV 09/24/1 NEWS	2 09/25/12	NEWS 3 at 4 (1 4PM NEWS (1 ho		4-5pm (4:30 PM-5:0	MT 00 PM)	:30	4	\$450.002	0.00 NM	4	\$1,800.00
<u>Start Date</u> Week: 09/24/12	09/30/12	MT	4	<u>Rate</u> \$450.00	Rating 0.00						
E 21 KSNV 09/19/1 NEWS	2 09/21/12	NEWS 3 at 4 (1 l 4PM NEWS (1 h		4-5pm (4:30 PM-5:0	WTF 00 PM)	:30	6	\$450,002	0.00 NM	6	\$2,700.00
<u>Start Date</u> Week: 09/17/12	End Date 09/23/12	Weekdays WTF	Spots/Week 6	<u>Rate</u> \$450.00	<u>Rating</u> 0.00						
E 22 KSNV 09/19/1 NEWS	2 09/21/12	M-F Early News M-F Early News	СМ	5-630p	WTF	:30	6	\$725.002	0.00 NM	6	\$4,350.00
<u>Start Date</u> Week: 09/17/12	End Date 09/23/12	<u>Weekdays</u> WTF	Spots/Week 6	<u>Rate</u> \$725.00	Rating 0.00						
E 23 KSNV 09/24/1 NEWS	2 09/25/12	M-F Early News M-F Early News	СМ	5-630p	МТ	:30	4	\$725.002	0,00 NM	4	\$2,900.00
<u>Start Date</u> Week: 09/24/12	End Date 09/30/12	Weekdays MT	Spots/Week 4	<u>Rate</u> \$725.00	Rating 0,00						
E 24 KSNV 09/24/1	2 09/25/12	M-F Jeopardy M-F Jeopardy	СМ	630-7pm	МТ	;30	4	\$725.002	0.00 NM	4	\$2,900.00
JEOPARDY <u>Start Date</u> Week: 09/24/12	End Date 09/30/12	Weekdays MT	Spots/Week 4	<u>Rate</u> \$725.00	Rating 0.00						
E 25 KSNV 09/19/1			СМ	630-7pm	WTF	:30	6	\$725.002	0.00 NM	6	\$4,350.00

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KSNV

106740 Order / Rev: Advertiser: Romney for President . Alt Order #: 06853435 Product Desc: ROMNEY FOR PRESIDENT

Flight Dates: 09/19/12 - 09/25/12 Estimate: 380

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount M-F Jeopardy M-F Jeopardy **JEOPARDY** Start Date End Date Weekdays Spots/Week Rating Rate Week: 09/17/12 09/23/12 --WTF--\$725.00 0.00 E 26 KSNV 09/24/12 09/25/12 M-F Wheel 7-730pm CM MT----:30 \$725.002 0.00 NM \$1,450.00 2 M-F Wheel of Fortune WHEEL Start Date End Date Weekdays Spots/Week Rate Rating MT----Week: 09/24/12 09/30/12 \$725.00 0.00 E 27 KSNV 09/19/12 09/21/12 M-F Wheel CM 7-730pm :30 \$725.002 --WTF--3 0.00 NM 3 \$2,175.00 M-F Wheel of Fortune WHEEL Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 -WTF--\$725.00 0.00 E 28 KSNV 09/19/12 09/21/12 M-F News 3 at Eleven CM 11pm-1135pm --WTF--:30 \$750.002 0.00 NM 6 \$4,500.00 M-F News 3 at Eleven LATE NEWS Start Date End Date Weekdays Spots/Week Rating Rate Week: 09/17/12 09/23/12 --WTF--\$750.00 0.00 E 29 KSNV 09/24/12 09/25/12 M-F News 3 at Eleven CM 11pm-1135pm MT----:30 \$750.002 0.00 NM \$3,000.00 M-F News 3 at Eleven LATE NEWS **End Date** Start Date **Weekdays** Spots/Week Rating Rate 09/30/12 MT----Week: 09/24/12 \$750.00 0.00 E 30 KSNV 09/19/12 09/21/12 The Tonight Show 1135p-1237a CM --WTF--:30 3 \$250.002 0.00 NM 3 \$750.00 Tonight Show **TONIGHT SHOW** <u>Weekdays</u> Start Date End Date Spots/Week Rate Rating Week: 09/17/12 --WTF--09/23/12 \$250,00 0.00 E31 KSNV 09/24/12 09/25/12 The Tonight Show CM 1135p-1237a MT----:30 \$250.002 0.00 NM 2 \$500.00 Tonight Show **TONIGHT SHOW** Start Date **End Date** Spots/Week Weekdays 1 4 1 Rate Rating Week: 09/24/12 09/30/12 MT----\$250.00 E 32 KSNV 09/21/12 09/21/12 Fri PR 9-10p CM 9-10pm ----F--:30 1 \$1,000.002 0.00 NM \$1,000.00 Friday Prime 9-10pm DATELINE Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating 09/23/12 ---F--Week: 09/17/12 \$1,000.00 0.00 10-11pm E 33 KSNV 09/21/12 09/21/12 Fri 10-11p CM ----F--:30 1 \$1,400,002 0.00 NM \$1,400.00 Friday Prime 10-11pm DATELINE Start Date Spots/Week End Date <u>Weekdays</u> Rate Rating Week: 09/17/12 09/23/12 ---F--\$1,400.00 0.00 E 34 KSNV 09/22/12 09/22/12 News 3 Sunrise - SATURIM :30 \$200.002 ----S-0.00 NM 2 \$400.00 News 3 Sunrise SATURDAY **NEWS** Start Date End Date Spots/Week Weekdays Rate Rating Week: 09/17/12 09/23/12 ----S-\$200.00 0.00 E 35 KSNV 09/22/12 09/22/12 Saturday Today CM 7a-9am ----S-:30 \$325.002 0.00 NM \$650.00 Saturday Today SAT TODAY Start Date **End Date** <u>Weekdays</u> Spots/Week Rate Rating Week: 09/17/12 09/23/12 ---5-0.00 \$325.00 E 36 KSNV 09/22/12 09/22/12 Sa-Su Early News CM 0.00 NM 5pm-630pm ----S-:30 \$350.002 \$1,050.00 Sa-Su Early News **NEWS** Start Date End Date Weekdays 1 1 2 1 Spots/Week Rating Rate Week: 09/17/12 09/23/12 ----S-\$350.00 0.00 E 37 KSNV

M-SA 8-11p / SUN~----S-

:30

\$350,002

0.00 NM

\$350.00

CM

09/22/12 09/22/12

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KSNV

Order / Rev:

106740

Advertiser:

Romney for President

4Alt Order#:

06853435

Product Desc:

ROMNEY FOR PRESIDENT

Flight Dates:

09/19/12 - 09/25/12

Estimate:

380

Ln Ch Start	End	Inventory Code Jeopardy in PRIM	E	Start/End T	ime Days	Len Sp	ots Rate Pri	Rtg Type Spots	Amount
JEOPARDY		Jeopardy in Prime	9						
	End Date 09/23/12	Weekdays	Spots/Week	<u>Rate</u> \$350,00	Rating 0.00				
E 38 KSNV 09/22/12		Sa-Su News 3 at Sa-Su News 3 at		11pm-1135p		:30	2 \$750.002	0.00 NM 2	\$1,500.00
LATE NEWS <u>Start Date</u> Week: 09/17/12	End Date 09/23/12	Weekdays	Spots/Week	<u>Rate</u> \$750.00	Rating 0.00				
E 39 KSNV 09/22/12				5:00- 6:00an		:30	1 \$1,250.002	0.00 NM 1	\$1,250.0
NEWS		Nevada Newsma	kers - Ch.3	(5:00 AM-5:3	0 AM)		, ,		
Week: 09/17/12	End Date 09/23/12	Weekdays S-	Spots/Week 1	<u>Rate</u> \$1,250.00	Rating 0.00				
E 40 KSNV 09/22/12 NEWS	2 09/22/12	Nevada Newsmak Nevada Newsma		5:00- 6:00an (5:30 AM-6:0		:30	1 \$1,250.002	0.00 NM 1	\$1,250.0
	End Date 09/23/12	Weekdays	Spots/Week	<u>Rate</u> \$1,250.00	Rating 0.00				
E 41 KSNV 09/23/12		News 3 Sunrise -		6a-7a	S	:30	1 \$185.002	0.00 NM 1	\$185.0
	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				
Week: 09/17/12 E 42 KSNV 09/23/12	09/23/12	S Sunday Today	1 CM	\$185.00 7a-8am	0.00 S	:30	1 \$325.002	0.00 NM 1	\$325.0
SUN TODAY		Sunday Today					. •		**
Start Date Week: 09/17/12	End Date 09/23/12	<u>Weekdays</u>	Spots/Week	<u>Rate</u> \$325,00	Rating 0.00				
E 43 KSNV 09/23/12		Meet the Press Meet the Press	СМ	8a-9am	S	:30	1 \$1,900.002	0.00 NM 1	\$1,900.0
MEET THE PRES	SS End Date	Weekdays	Spots/Week	Rate	Rating				
Week: 09/17/12	09/23/12	S		\$1,900.00	0.00				
E 44 KSNV 09/23/12 NEWS	2 09/23/12	News 3 Today Wi News 3 Today	end CM	9a-930am	S	:30	1 \$250.002	0,00 NM 1	\$250.0
Start Date Week: 09/17/12	End Date 09/23/12	Weekdays	Spots/Week	<u>Rate</u> \$250.00	Rating 0.00				
E 45 KSNV 09/23/12				9:30a-10a	S	:30	1 \$250.002	0.00 NM 1	\$250.0
CHRIS MATTHE	ws	Chris Matthews S	ION 9.30am						
<u>Start Date</u> Week: 09/17/12	End Date 09/23/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$250.00	<u>Rating</u> 0.00				
E 46 KSNV 09/23/12		NFL Pre-Game / I NFL Pre-Game	FNA CM	1p-530pm	S	:30	2 \$900.002	0.00 NM 2	\$1,800.0
FOOTBALL NIGH			Cnota (Mook	Dete	Deting				
<u>Start Date</u> Week: 09/17/12	End Date 09/23/12	<u>Weekdays</u> S	Spots/Week 2		<u>Rating</u> 0.00				
E 47 KSNV 09/23/12	2 09/23/12	NFL Football NFL Football	СМ	1P-9PM	S	:30	2 \$4,000.003	0.00 NM 2	\$8,000.0
NFL Start Date	End Date	<u>Weekdays</u>	Spots/Week		Rating				
Week: 09/17/12 E 48 KSNV 09/23/12	09/23/12 2 09/23/12	Jeopardy in PRIM	E CM	\$4,000.00 M-SA 8-11p	0.00 / SUNS	:30	1 \$500.001	0.00 NM 1	\$500.0
JEOPARDY		Jeopardy in Prim	8						
<u>Start Date</u> Week: 09/17/12	End Date 09/23/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$500.00	<u>Rating</u> 0.00				
E 49 KSNV 09/23/12	2 09/23/12		СМ	M-SA 8-11p	/ SUNs	:30	1 \$500.001	0.00 NM 1	\$500.0

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106740 Order / Rev: , Alt Order #: 06853435 Advertiser:

Romney for President

Flight Dates:

09/19/12 - 09/25/12

Product Desc:

ROMNEY FOR PRESIDENT

KSNV

Estimate:

380

Ln Ch Start End Inven	tory Code Break	Start/End Ti	me Days	Len Spots	Rate Pri	Rtg Type S	Spots	Amount
LAW &	CORDER (synd) PF							
Law 8	Order (synd) PRIME							
LAW & ORDER								
Start Date End Date Wee	kdays Spots/Week	<u>Rate</u>	Rating			l l		
Week: 09/17/12 09/23/12	\$ 1	\$500.00	0.00					
E 50 KSNV 09/23/12 09/23/12 Sa-Su	News 3 at ElevenCM	11pm-1135pr	nS	:30 2	\$750.002	0.00 NM	2	\$1,500.00
Sa-Su	ı News 3 at Eleven							
NEWS								
Start Date End Date Wee	kdays Spots/Week	<u>Rate</u>	Rating					
Week: 09/17/12 09/23/12	S 2	\$750.00	0.00					
						Totals	138	\$75,510.00